

Rep Order# 9853585 Ver# 1 Status New  
EC'd No

Traffic Order#

Printed: 10/29/2012 2:48 PM  
Last Received: 10/29/2012 1:46 PM  
Showing Buylines: All Lines

1 of 2

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL  
Product SHERROD BROWN SENATE  
Estimate#  
Buyer MIKE DETTORRE  
Phone#  
Fax#

Agency ( ) SHORR JOHNSON MAGNUS  
1831 CHESTNUT ST #602  
PHILADELPHIA, PA 19103  
Agency C/P1/P2/E  
Flight Dates 10/30/2012 - 11/06/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NC. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER. IN ADDITION TO CURRENT SKED. PLS CNF

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU	530A-6A	NEWS	:30	\$500.00	11/06-11/06	1 P2	1	1	\$500.00	
	2	TU	5A-530A	NEWS	:30	\$500.00	11/06-11/06	1 P2	1	1	\$500.00	
	3	TU	7A-8A	NEWS	:30	\$450.00	11/06-11/06	1 P2	1	1	\$450.00	
	4	TU	6A-630A	NEWS	:30	\$1,200.00	11/06-11/06	1 P1	1	1	\$1,200.00	
	5	TU	630A-7A	NEWS	:30	\$1,200.00	11/06-11/06	1 P1	1	1	\$1,200.00	
	6	W-F	12P-1230P	NEWS	:30	\$725.00	10/31-11/02	1 P2	1	1	\$725.00	
	7	W-F	4P-430P	NEWS	:30	\$1,600.00	10/31-11/02	2 P1	1	2	\$3,200.00	
	8	W-F	5P-530P	NEWS	:30	\$1,700.00	10/31-11/02	2 P1	1	2	\$3,400.00	

---REPORT TOTALS---

Report Totals: 10 / \$11,175.00

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Salesperson Phone# 202-955-5342  
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---SALES MONTHLY TOTALS---

Nov 12: 10 / \$11,175.00  
Sales Totals: 10 / \$11,175.00  
Station Totals: 10 / \$11,175.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$31,929	CABL	0%	EKRC	0%	UNKN	65%	WBQC	0%	WCPO	0%
		WKRC	35%	WLWT	0%	WSTR	0%	WXIX	0%		

Books null  
Demos RA35+

# ORDER

Orders	Order / Rev:	68997
	Alt Order #:	09853585
	Product Desc:	SHERROD BROWN SENATE
	Estimate:	
	Flight Dates:	10/30/12 - 11/06/12
	Original Date / Rev:	10/29/12 / 10/29/12
	Order Type:	GENERAL

Local 12 WKRC-TV
Millennium Washington DC
MNAT
National

Agency	Name:	Shorr, Johnson Magnus
	Buying Contact:	
	Billing Contact:	
		1831 Chestnut Street
		Philadelphia, PA 19103

Cash
Broadcast
EOM/EOC
15%

Advertiser	Name:	Sherrad Brown for Senate
	Demographic:	A35+
	Product Codes:	US Senate
	Priority:	P-1
	Revenue Codes:	AGY, POL-CAND, GEN

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00:15:00

Bill Plan				Totals					
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
10/29/12	11/06/12	10	\$11,175.00	\$9,498.75	November 2012	10	\$11,175.00	\$9,498.75	0.00
					Totals	10	\$11,175.00	\$9,498.75	0.00

Account Executives				
Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share	Share	Total
Local 12 WKRC-TV	35%	\$11,175.00
Market	100%	\$31,928.57

Competitive Share	Share	Total
EKRC	0%	\$0.00
UNKWN	65%	\$20,753.57
WCPO	0%	\$0.00
WLWT	0%	\$0.00
WSTR	0%	\$0.00
WXIX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKRC	11/06/12	11/06/12	5a Good Morn Cincinnati 5a Good Morn Cincinnati	CM	5:30 AM-6:00 AM (5:30 AM-6:00 AM)	-T-----	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		11/05/12	11/11/12	-T-----	1	\$500.00	0.00								
E 2	WKRC	11/06/12	11/06/12	5a Good Morn Cincinnati 5a Good Morn Cincinnati	CM	5:00 AM-5:30 AM (5:00 AM-5:30 AM)	-T-----	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		11/05/12	11/11/12	-T-----	1	\$500.00	0.00								
E 3	WKRC	11/06/12	11/06/12	CBS This Morning CBS Morning News	CM	7:00 AM-8:00 AM (7:00 AM-8:00 AM)	-T-----	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
NEWS															

Advertiser: Sherrod Brown for Senate

Product Desc: SHERROD BROWN SENATE

Estimate:

Local 12 WKRC-TV

Totals	10	\$11,175.00
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